



WCPO

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ORDER

Print Date 09/19/12

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Flight Dates 11/06/12-11/06/12

Contract / Revision 311605 /

Original Date / Revision
09/19/12 09/19/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. OFA Sked A 11.6.12

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1537

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	5	\$697.00	\$820.00	0.00
Totals	5	\$697.00	\$820.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	5	\$697.00	\$820.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	11/06/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	-T-----	:30	1	\$70.00	P-8	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/06/12	11/12/12	-T-----		1		\$70.00		0.00					
N 2	WCPO	11/06/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	-T-----	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/06/12	11/12/12	-T-----		1		\$200.00		0.00					
N 3	WCPO	11/06/12	11/06/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	-T-----	:30	1	\$125.00	P-8	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision **311605** Flight Dates **11/06/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 11.** Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCPO	11/06/12	11/06/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	-T-----	:30	1	\$125.00	P-8	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-T-----					1	\$125.00		0.00			
N 4	WCPO	11/06/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1258-2p	-T-----	:30	1	\$150.00	P-8	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-T-----					1	\$150.00		0.00			
N 5	WCPO	11/06/12	11/06/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	-T-----	:30	1	\$275.00	P-8	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-T-----					1	\$275.00		0.00			
Totals														5	\$820.00